THE CLEAN AIR CAMPAIGN
CASH FOR COMMUTERS PROGRAM
REPORT ON NOVEMBER 2004 FOLLOW-UP SURVEY

FINAL DRAFT

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IN COOPERATION WITH:
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IN ASSOCIATION WITH
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INTRODUCTION

This report presents the findings from an evaluation of participants in The Clean Air Campaign Cash for Commuters (CFC) program. CFC is a regional incentive program that rewards solo commuters who switch to a commute alternative for a specified period of time. The Clean Air Campaign has launched three waves of the program since October 2002, each lasting approximately six months.

The evaluation findings presented in this report involve a survey that assessed long-term travel behavior changes for CFC Wave 1 participants, 18-21 months after they completed the program. This is the third in a series of follow-up surveys of CFC Wave 1 participants to gauge short- and long-term travel behavior changes associated with the program.

The survey is part of a broad evaluation lead by the Georgia Department of Transportation (GDOT), and in cooperation with the Federal Highway Administration, to evaluate the effectives of programs receiving Congestion and Air Quality Mitigation Improvement (CMAQ) funds. The Center for Transportation and the Environment (CTE) conducted the survey in November 2004.

KEY FINDINGS

- Since the start of CFC Wave 1 (October 2002) to the time of the survey (November 2004), CFC participants have REDUCED:

AVERAGE DAILY IMPACT	TOTAL IMPACT
- 1,057 vehicle trips per day	- 512,436 total vehicle trips
- 25,791 vehicle miles per day	- 12,503,446 total vehicle miles
- .024 tons of NO_x per day	- 12.85 total tons of NO_x
- .029 tons of VOC per day	- 15.31 total tons of VOC

- Before program enrollment, participants were driving alone for 84% of their weekly commute trips. At the time of this survey, 18-21 months after completing the program, drive alone trips were cut nearly in half, to just 53% of total weekly trips. Drive alone trips are up since the last follow-up survey, conducted nine to 12 months after program completion, when 47% of total weekly commute trips were made driving alone.
- Fifty-seven percent of CFC participants continue to use commute alternatives 18-21 months after completing the program, compared to 64% nine to 12 months after completing the program and 71% three to six months after completing the program.
- Participants used commute alternatives an average of 2.35 days per week 18-21 months after completing the program. In comparison, participants used commute alternatives an average of .75 days per week before pre-enrollment and 4.30 days per week during program enrollment.
- Carpooling is the alternative mode participants use the most, with 66% of participants using this mode during the program and 28% continuing to use this mode 18-21 months later.
- "Work schedule or location changes" and "lost carpool partner" were the top reasons participants stopped using commute alternatives, while "convenience" and "savings" were the top reasons participants continued using commute alternatives.

CONCLUSIONS AND RECOMMENDATIONS

The long-term evaluation of the CFC program revealed a core group of CFC participants who continue to use commute alternatives, even after the CFC incentive is no longer available. While there has been a gradual decline in alternative mode use since the program enrollment period, the continued use of commute alternatives by this core group of participants clearly shows a need to continue to implement this program. It is also important to note that the participants who stopped using a commute alternative did so largely because of a work schedule or location change or because they lost a carpool partner, not because they did not like using commute alternatives.

The Atlanta TDM community is aware of the gradual decline in alternative mode use among CFC participants and is currently developing new regional incentive programs to help encourage continued use of commute alternatives. Regional incentive programs geared to carpoolers will be especially important because of the large number of CFC participants who state that carpooling is their primary commute alternative.

Surveys and research show that periodic follow-up is vital in encouraging commuters to adopt and maintain use of alternative modes. As such, the Atlanta TDM community should work collectively to ensure that CFC graduates are made of aware of these new programs. In addition, the Atlanta TDM community should use this follow-up opportunity to identify potential new carpool partners through 1-87-RIDEFIND to address the survey finding that many participants stopped using a commute alternative because they had lost a carpool partner. TDM partners can also use this opportunity to inform participants of new and existing services available in their area to help them with their commute (such as HOV lanes or express bus service).

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of surveying CFC Wave 1 participants 18-21 months after completing the CFC program is to assess long-term behavior changes associated with the incentive program. This report presents a summary of the survey findings, including the travel and emission reductions achieved by program participants since the start of the program.

ORGANIZATION OF REPORT

The report is divided into six sections.

Section 1 – Purpose and organization of the report
Section 2 – Description of Cash for Commuters program
Section 3 – Description of the survey and sampling methodology
Section 4 – Results of the survey
Section 5 – Travel and emission reductions
Section 6 – Conclusions and recommendations

The report also includes appendices with the final survey instrument and the travel and emission reductions calculation spreadsheet.

SECTION 2 CASH FOR COMMUTERS PROGRAM DESCRIPTION

INTRODUCTION

The Clean Air Campaign launched the CFC program in October 2002 to encourage drive alone commuters to adopt a commute alternative for their travel to and from work. The initial program launch is referred to as Wave 1. More than 2,550 commuters enrolled in the CFC program during Wave 1, with approximately 1,800 commuters completing the program. Following the success of Wave 1, The Clean Air Campaign launched a second CFC program during the 2003 smog season (Wave 2) and a third CFC program during the 2004 smog season (Wave 3). The enrollment period for each wave has lasted approximately 6 months. To date, more than 8,500 commuters have enrolled in the CFC program, with approximately 5,460 commuters completing it.

ELIGIBILITY

Commuters are eligible to participate in the CFC program if they currently live in the Atlanta 13-county non-attainment area and travel to and from work using an eligible commute alternative at least 13 times over a 90-day period. Commuters are not eligible to participate if they have used any of these commuting alternatives more than five times in the 90-day period immediately prior to enrolling in the program. Eligible commuting alternatives include carpooling, transit (bus or train), cycling, walking, or teleworking.

PROGRAM FEATURES

Commuters register for the program by completing a registration form. Commuters are also required to submit a travel log at the end of their enrollment period documenting the number of days they commuted to work using an alternative mode. The commuter's employer supervisor is required to verify the commuter's participation by signing the travel log.

INCENTIVES

Commuters qualify to receive an incentive if they use an alternative mode at least 13 times over a 90-day period. Commuters can earn up to $180 cash over a 90-day period, or three dollars for each day the commuter used an alternative.

SECTION 3 DATA COLLECTION

This survey is the third follow-up survey conducted of CFC Wave 1 participants. It tracks commuter related travel behavior for a random sample of Wave 1 participants 18-21 months after they completed the program. CTE conducted the first survey in August 2003, three to six months after the participants completed the program. CTE conducted the second survey in April 2004, nine to 12 months after the participants completed the program.

QUESTIONNAIRE DEVELOPMENT AND ADMINISTRATION

The survey team implemented the previous CFC Wave 1 follow-up survey with slight revisions to delete questions regarding incentives that might motivate additional use of commute alternatives. CIC Research, Incorporated (CIC), the survey administrator, conducted the survey from its in-house telephone facility in San Diego, California using a Computer Assisted Telephone Interviewing System (CATI). CIC conducted the survey from November 10 to November 21, 2004.

SAMPLE PREPARATION

CIC used the same random sample of 600 participants they drew from the CFC participant list provided by The Clean Air Campaign for the first Wave 1 survey. The sample included participants who enrolled in the program between October 2002 and February 2003 and who completed the program between January 2003 and May 2003. A total of 308 participants completed the survey, resulting in a confidence level of 95% $\pm$ 4.85%.

SURVEY PRE-TEST

CIC conducted a total of 39 pre-test surveys on November 10, 2004. After examining and discussing the results with CTE, CIC began interviewing the full sample without survey modification.

SECTION 4 SURVEY RESULTS

INTRODUCTION

The surveys collected the following data from each survey respondent:

- Current commute modes
- Commute modes during participation in the program
- Commute modes prior to participation in the program
- Reasons for reducing or stopping use of commute alternatives after participation in the program
- Commute characteristics (typical work schedule and commute distance)
- Demographic data (gender, income, ethnicity, etc.)

COMMUTE ALTERNATIVE USE

Continued Use of Alternative Modes

As shown in Table 1, the three consecutive surveys of CFC Wave 1 participants reveal that more than 50% continue to use commute alternatives 18-21 months after completing the program. The results also show a decline in use since program enrollment, with the most significant decline being three to six months after program completion. The rate of decline has remained steady for the two most recent surveys (nine to 12 months and 18-21 months after program completion).

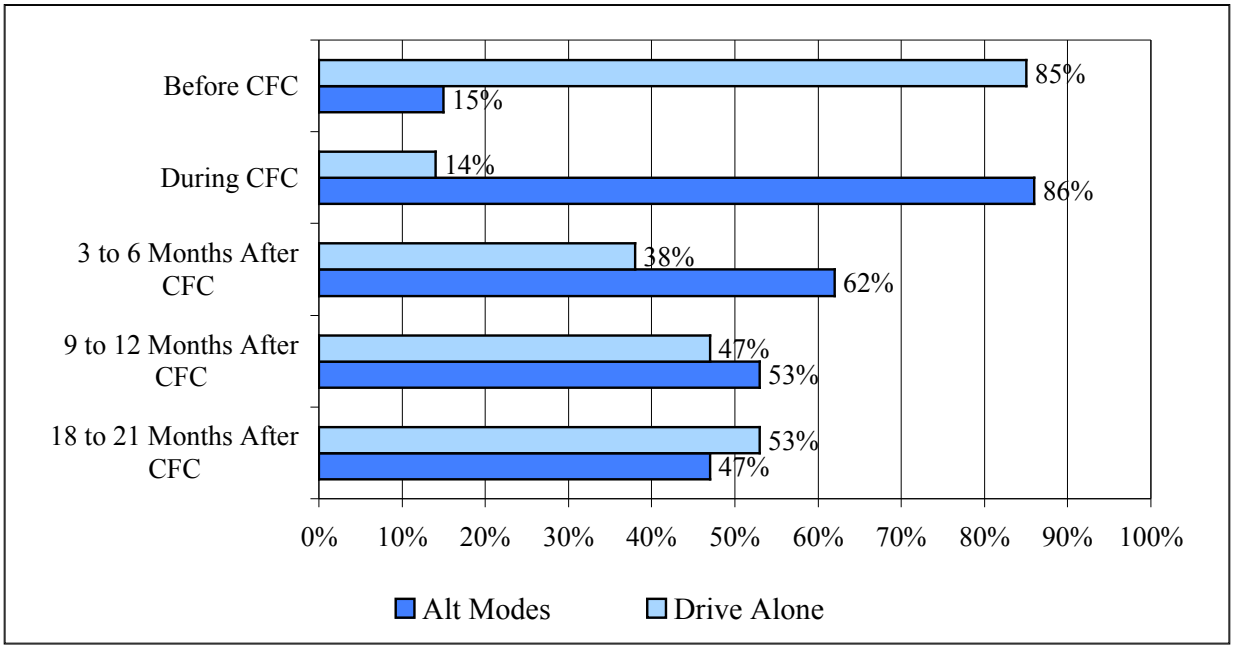
TABLE 1: SHORT- AND LONG-TERM COMMUTER RELATED TRAVEL BEHAVIOR

Alternative Mode Status	CFC Wave 1		
	3-6 Months After % Of Total Respondents (N=302)	9-12 Months After % Of Total Respondents (N=300)	18-21 Months After % Of Total Respondents (N=308)
Continued using commute alternatives on a weekly basis	71%	64%	57%
Stopped using commute alternatives	29%	36%	43%

Mode Split – Percent of Weekly Trips

The continued use of commute alternatives has translated into fewer drive alone commute trips for CFC participants since the pre-enrollment period. CFC Wave 1 participants were driving alone for 85% of their weekly commute trips before they enrolled in the program (Figure 1). Nine to twelve months after completing the program, drive alone trips were still cut nearly in half, to just 47% of total weekly trips. Eighteen to 21 months after completing the program, drive alone trips were just above 50% of total weekly trips. Carpooling is the alternative mode participants use the most, with 66% of participants using this mode during the program and 28% continuing to use this mode 18-21 months later.

FIGURE 1: MODE SPLIT, PERCENT OF WEEKLY TRIPS



Average Days Using Commute Alternatives

Survey findings also reveal the average days per week participants were using commute alternatives to travel to and from work. As shown in Table 2, CFC participants used alternative modes the most during the program and have slowly decreased their use since this time. Table 2 also indicates that some participants used alternative modes prior to enrolling in the program.

TABLE 2: AVERAGE DAYS PER WEEK USING COMMUTE ALTERNATIVES

Time Period	Average Days Per Week
Before Program	0.75
During Program	4.30
3-6 months after program period ended	3.12
9-12 months after program period ended	2.46
18-21 months after program period ended	2.35

Primary Reasons for Continuing Use

As shown in Table 3, the most frequently stated reasons why participants continue to use commute alternatives are because of convenience, cost savings, and enjoyment. These reasons were also among the top reasons stated by respondents in the two previous follow-up surveys.

TABLE 3: TOP FIVE REASONS RESPONDENTS CONTINUE TO USE COMMUTE ALTERNATIVES

Top Five Reasons Respondents Continue Using Commute Alternatives	% Of Total Respondents (N=142)
More convenient for me to continue	51%
I like savings I get from alternative mode	27%
I enjoy alternative mode	18%
Too expensive not to use alternative mode	13%
Save wear and tear on car	11%

*Percentages will add up to more than 100% due to multiple responses.

Commuters Who Stopped or Decreased Use of Commute Alternatives

Table 4 shows the primary reasons participants decreased use or stopped using a commute alternative. Work schedules and location changes (35%) and losing a carpool partner (30%) were the two primary reasons cited by participants. These were also the two primary reasons stated by participants in the previous follow-up surveys.

TABLE 4: TOP FIVE REASONS RESPONDENTS STOPPED USING COMMUTE ALTERNATIVES

Top Five Reasons Respondents Stopped Using Commute Alternatives	% Of Total Respondents (N=165)
My work schedule/work location changed	35%
I lost my carpool partner	30%
Too inconvenient	15%
I had other commitments to attend to before/after work	5%
Too expensive	4%

*Percentages will add up to more than 100% due to multiple responses.

OTHER COMMUTE DATA

Distance from Home to Work

The average one-way commute distance for respondents is 26.2 miles.

Work Schedules

The majority of CFC Wave 1 respondents currently work full time (98%). Of those who work full time, most work a standard, five-day work week. A schedule breakdown is provided in Table 5.

TABLE 5: WORK SCHEDULES

Work Schedule	CFC Wave 1 (N= 308)
3/36 (36 hours over 3 days)	NA
4/40 (40 hours over 4 days)	3%
9/80 (80 hours over 9 days)	2%
5/40 (40 hours over 5 days, standard work schedule)	95%

DEMOGRAPHIC PROFILE OF CFC WAVE 1 SURVEY PARTICIPANTS

Gender

As shown in Table 6, more females participated in the CFC program than males.

TABLE 6: GENDER

Gender	CFC Wave 1 (N= 308)
Male	43%
Female	57%

Ethnic Background

As shown in Table 7, Caucasian and African-Americans represent the two largest ethnic groups.

TABLE 7: ETHNIC BACKGROUND

Ethnic Group	CFC Wave 1 (N= 308)
Caucasian	74%
African-American	19%
Asian American/Pacific Islander	3%
American Indian/Native American	>1%
Hispanic	2%
Other	2%

Income

Table 8 provides a breakdown of survey respondents by household income category. More than eight in ten respondents (85%) have household incomes of $40,000 or more. About one in four respondents (41%) have household incomes over $80,000.

TABLE 8: INCOME GROUP

Income	CFC Wave 1 (N= 308)
Less than $20,000	1%
$20,000 – 29,999	4%
$30,000 – 39,999	10%
$40,000 – 59,999	22%
$60,000 – 79,999	22%
$80,000 or more	41%

Employer Type

Table 9 shows the distribution of survey respondents by their employer type. Nearly two-thirds (60%) work in the private sector and about one-third (29%) work for state, local, or federal government.

TABLE 9: EMPLOYER TYPE

Employer Type	CFC Wave 1 (N= 308)
Private industry	60%
State/local government	20%
Non-profit organization	11%
Federal government	9%

SECTION 5 TRAVEL AND EMISSION REDUCTIONS

PROGRAM IMPACT MEASURES

The following three impact measures are used to calculate travel and air quality emission reductions for the CFC program:

- Vehicle Trip (VT) Reductions – Number of vehicles removed from the road daily by commuters who have made a shift to or increased their use of a commute alternative
- Vehicle Miles of Travel (VMT) Reductions – Number of miles of travel removed from the road daily by commuters who made a shift to or increased their use of a commute alternative
- Emission Reductions – Daily reductions in emissions of ozone precursors oxides of Nitrogen (NO_x) and Volatile Organic Compounds (VOC)

Tables 10 and 11 summarize the travel and emission impact for Wave 1 participants since the beginning of the program to the time of the survey (November 2004).

TABLE 10: VEHICLE TRIPS AND MILES REDUCED (OCTOBER 2002 – NOVEMBER 2004)

Number CFC Wave 1 Participants	**1,849**
VT Reduced During Program Period	
Average daily VT reduced per respondent (before-during)	.98 VT/day
Total VT reduced per day (VTR factor x CFC participants)	**1,805 VT/day**
VT Reduced 3-6 Months after Program Participation	
Average daily VT reduced per respondent (before-during)	.65 VT/day
Total VT reduced per day (VTR factor x CFC participants)	**1,202 VT/day**
VT Reduced 9-12 Months after Program Participation	
Average daily VT reduced per respondent post CFC	0.50 VT/day
Total VT reduced per day (VTR factor x CFC participants)	**925 VT/day**
VT Reduced 18-21 Months after Program Participation	
Average daily VT reduced per respondent post CFC	0.44 VT/day
Total VT reduced per day (VTR factor x CFC participants)	**814 VT/day**
Total Duration of Evaluation Period (Program Period + 3-6 months after + 9-12 months after + 18-21 months after)	**101 weeks**
Average DAILY VT and VMT Reduced During Life of Program	**VT/VMT (Daily)**
VT Reduced Per Day	**1,057 VT/day**
VMT Reduced Per Day	**25,791 VMT/day**
Adjusted VT Reduced Per Day (Discounts SOV Access)*	740 VT/day
Adjusted VMT Reduced Per Day (Discounts SOV Access)*	23,222 VMT/day
TOTAL VT and VMT Reduced During Life of Program	**VT/VMT (Total)**
VT Reduced	**512,436 VT**
VMT Reduced	**12,503,446 VMT**

*Accounts for trips and miles associated with vehicle travel to alternative mode access points (e.g., park and ride lots, transit stations)

TABLE 11: EMISSIONS REDUCED (OCTOBER 2002 – NOVEMBER 2004)

Average DAILY Emissions Reduced Over Life of Program*	Grams (Daily)	KG (Daily)	Tons (Daily)
NO_x Reduced	**21,504 per day**	**21.50 per day**	**0.024 per day**
VOC Reduced	**26,079 per day**	**26.08 per day**	**0.029 per day**
Total	**47,583 per day**	**47.58 per day**	**0.053 per day**
TOTAL Emissions Reduced Over Life of Program	**Grams (Total)**	**KG (Total)**	**Tons (Total)**
NO_x Reduced	**11,656,226**	**11,656**	**12.85**
VOC Reduced	**13,886,669**	**13,887**	**15.31**
Total	**25,542,895**	**25,543**	**28.16**

*Average DAILY emissions reduced over life or program are based on 2004 emission factors. As a result, reductions occurring in 2002 and 2003 are slightly undercounted.

Vehicle Trips and VMT Reduced

Vehicle trips reduced are measured by determining a vehicle trip reduction (VTR) factor, or the number of vehicle trips no longer made, for each survey respondent that is placed in a commute alternative. VTR factors, when multiplied by the number of participants, equal a total daily vehicle trip reduction. Multiplying the number of vehicle trips reduced by the average commute distance for each respondent results in a total daily VMT reduction.

For the CFC analysis, the VTR factors are divided into the following groups:

- During Program VTR factor: 0.98 daily one-way VT reduced per placement
- 3-6 months after Program VTR factor: 0.65 daily one-way VT reduced per placement
- 9-12 months after Program VTR factor: 0.50 daily one-way VT reduced per placement
- 18-21 months after Program VTR factor: 0.44 daily one-way VT reduced per placement

Average Daily Vehicle Trip and VMT Reductions Over Life of Program:
- Vehicle Trip Reduction 1,057 trips per day
- VMT Reduction 25,791 miles per day

Total Vehicle Trip and VMT Reductions Over Life of Program:
- Vehicle Trip Reduction 512,436 trips
- VMT Reduction 12,503,446 trips

Emissions Reduced

Emissions benefits, defined as tons of pollutants reduced, are calculated by multiplying regional emission factors provided by the Georgia Department of Natural Resources, Environmental Protection Division by the amount of VMT reduced. Reducing emissions of NO_x and VOC is of particular concern in the region as these pollutants are the primary components in the formation of ozone.

The average DAILY emissions reduced since the start of the program (October 2002) to November 2004 equal:

- NO_x 0.024 tons per day reduced
- VOC 0.029 tons per day reduced

} 0.053 tons pollutants per day reduced

The TOTAL emissions reduced since the start of the program (October 2002) to November 2004 equal:

- NO_x 12.85 tons reduced
- VOC 15.31 tons reduced

} 28.16 tons pollutants reduced

SECTION 6 CONCLUSIONS AND RECOMMENDATIONS

The long-term evaluation of the CFC program revealed a core group of CFC participants who continue to use commute alternatives, even after the CFC incentive is no longer available. While there has been a gradual decline in alternative mode use since the program enrollment period, the continued use of commute alternatives by this core group of participants clearly shows a need to continue to implement this program. It is also important to note that the participants who stopped using a commute alternative did so largely because of a work schedule or location change or because they lost a carpool partner, not because they did not like using commute alternatives.

The Atlanta TDM community is aware of the gradual decline in alternative mode use among CFC participants and is currently developing new regional incentive programs to help encourage continued use of commute alternatives. Regional incentive programs geared to carpoolers will be especially important because of the large number of CFC participants who state that carpooling is their primary commute alternative.

Surveys and research show that periodic follow-up is vital in encouraging commuters to adopt and maintain use of alternative modes. As such, the Atlanta TDM community should work collectively to ensure that CFC graduates are made of aware of these new programs. In addition, the Atlanta TDM community should use this follow-up opportunity to identify potential new carpool partners through 1-87-RIDEFIND to address the survey finding that many participants stopped using a commute alternative because they had lost a carpool partner. TDM partners can also use this opportunity to inform participants of new and existing services available in their area to help them with their commute (such as HOV lanes or express bus service).

APPENDIX A - CFC WAVE 1 TRAVEL AND EMISSIONS REDUCTIONS

CFC Wave 1
AVERAGE DAILY VT, VMT and Emissions Reduction Calc., Based on Average Reductions

Number CFC Wave #1 participants	**1,849**

Four Program Time Periods
During CFC program - alt mode use by all respondents
Short-term - continued alt mode participation by all respondents
Long-term, first post - continued alt mode participation after short-term temporary users dropped out
Long-term, second post - continued alt mode participate after long-term temporary users dropped out

VT Reduced During Program (13 weeks)	
Ave daily vehicle trips per respondent before CFC	1.73 VT/day
Ave daily vehicle trips per respondent during CFC	0.75 VT/day
Ave daily VT change per respondent (before-during)	(0.98) VT/day
Total VT change/day = VTR factor x CFC participants	**(1,805)** VT reduced/day

VT Reduced Post Program (through November 2004)	
Short-Term (19 weeks)	
Ave daily vehicle trips per respondent before CFC	1.73 VT/day
Ave daily vehicle trips per respondent during CFC	1.08 VT/day
Ave daily VT change per respondent (before-during)	(0.65) VT/day
Total VT change/day = VTR factor x CFC participants	**(1,202)** VT reduced/day

Long-Term, First Post (39 weeks)	
Ave daily vehicle trips per respondent before CFC	1.73 VT/day
Ave daily vehicle trips per respondent first post CFC	1.23 VT/day
Ave daily VT change per respondent (before-first post CFC)	(0.50) VT/day
Total VT change/day = VTR factor x CFC participants	**(925)** VT reduced/day

Long-Term, Second Post (30 weeks)	
Ave daily vehicle trips per respondent before CFC	1.73 VT/day
Ave daily vehicle trips per respondent second post CFC	1.29 VT/day
Ave daily VT change per respondent (before-second post CFC)	(0.44) VT/day
Total VT change/day = VTR factor x CFC participants	**(814)** VT reduced/day

Ave VT change/day (account for temporary use of alt modes)	
Duration of evaluation period (CFC + post CFC)	101 weeks
Duration of CFC program	13 weeks
Duration of short-term use	19 weeks
Duration of long-term post use, first post survey	39 weeks
Duration of second long-term post use, second post survey	30 weeks
Ave VT Change per day	**(1,057)** VT reduced/day

(Dur VT x 13 wk) + (ST VT x 19 wk) + (LT1 VT x 39 wk) + (LT2 VT x 30 wk)) /101 wk

VMT Change per day

Ave one-way travel distance	24.4	
VMT reduced/day = VT reduced x ave travel distance	**(25,791)**	VMT reduced/day

Adjust VT/VMT for SOV Access

Percent SOV Access	30%	
Adjusted VT reduced	(740)	Adjusted VT reduced/day
Access distance (miles)	8.1	
Adjusted VMT reduced	(23,222)	Adjusted VMT reduced/day

Average Total VT/VMT Reduced Since Start of Program (October 2002) to Time of Survey (November 2004)

VT	(550,171)
VMT	(13,424,182)

Average Daily Emissions Reduced

	Grams (Daily)	**KG (Daily)**	**Tons (Daily)**
NOx Reduced	(21,504)	(21.50)	(0.024)
VOC Reduced	(26,079)	(26.08)	(0.029)
Totals	(47,583)	(47.58)	(0.052)

CFC Wave 1
TOTAL VT, VMT and Emissions Reduction Calc., Based on Reductions Each Survey Period

Number CFC Wave #1 participants **1,849**

Four Program Time Periods
During CFC program - alt mode use by all respondents
Short-term (3-6 months after program)- continued alt mode participation by all respondents
Long-term, first post (9-12 months after program)- continued alt mode participation after short-term temporary users dropped out
Long-term, second post (18-21 months after program)- continued alt mode participate after long-term temporary users dropped out

VT Reduced During Program (13 weeks)

Ave daily vehicle trips per respondent before CFC		1.73 VT/day
Ave daily vehicle trips per respondent during CFC		0.75 VT/day
Ave daily VT change per respondent (before-during)		(0.98) VT/day
Total VT change/day = VTR factor x CFC participants		(1,805) VT reduced/day
	62 days in period	
	(112,609) VT Reduced	
	(2,747,648) VMT Reduced	
	(2,474,010) Adj VMT	
(based on 2002 Emission Factors)	(2,845,111) NOx (grams)	(3,295,381) VOC (grams)
	(2,845) NOx (kg)	(3,295) VOC (kg)
	(3.14) NOx (tons/day)	(3.63) VOC (tons/day)

VT Reduced Post Program (through November 2004)
Short-Term, 3-6 months after program (19 weeks)

Ave daily vehicle trips per respondent before CFC		1.73 VT/day
Ave daily vehicle trips per respondent during CFC		1.08 VT/day
Ave daily VT change per respondent (before-during)		(0.65) VT/day
Total VT change/day = VTR factor x CFC participants		(1,202) VT reduced/day
	91 days in period	
	(109,609) VT Reduced	
	(2,674,453) VMT Reduced	
	(2,408,104) Adj VMT	
(based on 2003 Emission Factors)	(2,492,387) NOx (grams)	(2,986,048) VOC (grams)
	(2,492) NOx (kg)	(2,986) VOC (kg)
	(2.75) NOx (tons/day)	(3.29) VOC (tons/day)

Long-Term, First Post, 9-12 months after program (39 weeks)

Ave daily vehicle trips per respondent before CFC			1.73 VT/day
Ave daily vehicle trips per respondent first post CFC			1.23 VT/day
Ave daily VT change per respondent (before-first post CFC)			(0.50) VT/day
Total VT change/day = VTR factor x CFC participants			(925) VT reduced/day
	187	days in period	
	(173,066)	VT Reduced	
	(4,222,820)	VMT Reduced	
	(3,802,269)	Adj VMT	
(based on 2003 Emission Factors)	(3,935,348)	NOx (grams)	(4,714,813) VOC (grams)
	(3,935)	NOx (kg)	(4,715) VOC (kg)
	(4.34)	NOx (tons/day)	(5.20) VOC (tons/day)

Long-Term, Second Post, 18-21 months after program (30 weeks)

Ave daily vehicle trips per respondent before CFC			1.73 VT/day
Ave daily vehicle trips per respondent second post CFC			1.29 VT/day
Ave daily VT change per respondent (before-second post CFC)			(0.44) VT/day
Total VT change/day = VTR factor x CFC participants			(814) VT reduced/day
	144	days in period	
	(117,153)	VT Reduced	
	(2,858,524)	VMT Reduced	
	(2,573,844)	Adj VMT	
(based on 2004 Emission Factors)	(2,383,379)	NOx (grams)	(2,890,426) VOC (grams)
	(2,383)	NOx (kg)	(2,890) VOC (kg)
	(2.63)	NOx (tons/day)	(3.19) VOC (tons/day)

VMT Change per day

Ave one-way travel distance	24.4

Adjust VT/VMT for SOV Access

Percent SOV Access	30%
Access distance (miles)	8.1

Total VT/VMT Reduced Since Start of Program (Oct. 2002) to Time of Survey (Nov. 2004)

VT	(512,436)
VMT	(12,503,446)

Average Total Emissions Reduced Since Start of Program (October 2002) to Time of Survey (November 2004)

	Grams	**KG**	**Tons**
NOx Reduced	(11,656,226)	(11,656)	(12.85)
VOC Reduced	(13,886,669)	(13,887)	(15.31)
Totals	(25,542,894)	(25,543)	(28.16)

APPENDIX B – CFC WAVE 1 SURVEY QUESTIONNAIRE

Hello, may I speak to _____? (NAME FROM THE SCREEN)

My name is _____ calling from CIC Research on behalf of the Georgia Department of Transportation and The Clean Air Campaign. We selected your name at random from the list of commuters who participated in the $3 per day Cash for Commuters incentive program sponsored by The Clean Air Campaign during 2002 and 2003. Today we're conducting a short follow-up survey to learn about your experience with the Cash for Commuters program. The survey takes less than 10 minutes and your responses will remain confidential. Can you help us out?

Q1 First, do you remember participating in the $3 per day Cash for Commuters incentive program.

1 Yes
2 No (THANK AND TERMINATE)
3 Don't Remember (THANK AND TERMINATE)

Q2 And I understand your 3-month enrollment period has ended. Is this correct?

1 Yes
2 No (THANK AND TERMINATE)
3 Don't Remember (THANK AND TERMINATE)

Q3 In what month did it end?

1 December 2002
2 January 2003
3 February 2003
4 March 2003
5 April 2003
6 May 2003
7 June 2003
8 Don't Remember

COMMUTE PATTERNS

Now, I'd like to ask some questions about your commute during two time periods. I'll ask first about your commute now, then about your commute during the time you were enrolled in the Cash for Commuters program.

General Work Schedule

Q4 Let's start with your current travel to and from work. If you work more than one job, please answer about your travel to your primary job. First, in a typical week, how many days are you assigned to work?

____ days
____ Not currently working (**THANK AND TERMINATE**)

Q5 *And how many miles do you usually travel from home to work ONE WAY? (IF DIFFERENT ROUTES OR DIFFERENT MODES say: Well, what would you say is your average ONE WAY commuting distance?)*

_____ one way miles

Q6 Now I have a few questions about your work week. Do you currently work full-time or part-time?

1 Full-time (35 hrs or more) (CONTINUE)
2 Part-time (less than 35 hrs) (SKIP TO Q8)
3 Other (SPECIFY _____) (SKIP TO Q8)

Q7 Some employees work a compressed schedule, for example, a full-time work week in fewer than five days. In a typical week, do you use any of the following compressed schedules? (READ RESPONSES 1 - 3)

1 4/40 (4 10-hour days per week, 40 hours)
2 9/80 (9 days every 2 weeks, 80 hours)
3 3/36 (3 12-hour days per week, 36 hours)
4 Other (SPECIFY_____)
5 No, I work a 5-day, full-time schedule; can be flex-time or telework

Q8 Next, I'm going to ask about your travel to work. First, would you consider last week to be a typical commuting week?

1 yes (ASK Q9, THEN SKIP TO Q11) 2 no (SKIP TO Q10)

Current Commute

Q9 Now, thinking about LAST WEEK, how did you get to work each day. Let's start with Monday?… How about Tuesday?… Wednesday? … Thursday?… Friday?

(IF Q7 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "CWS day off" (RESPONSE 1), ASK:) "You said you typically work a compressed work schedule. Did you have a compressed work schedule day off last week?"

(IF ALL DAYS IN Q4 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9, CATI WILL AUTOFILL SAT & SUN WITH CODE 10 AND SKIP TO Q11; OTHERWISE CONTINUE)

Are you regularly assigned to work on Saturday or Sunday? (IF YES, ASK) "and how did you travel to work on these days? (AND RECORD ANSWER AS GIVEN.)

(IF RESPONDENT IS NOT ASSIGNED TO WORK ON SATURDAY OR SUNDAY, RECORD "DID NOT WORK")

(IF RESPONDENT MENTIONS TWO MODES FOR ANY DAY, SAY, which type of transportation did you use for the longest distance portion of your trip?).

(IF RESPONDENT MENTIONS "TELEWORK / TELECOMMUTE" OR "COMPRESSED WORK SCHEDULE DAY OFF" FOR SATURDAY OR SUNDAY, SAY):, Is this a regularly assigned work day for you? (IF "YES," RECORD ANSWER AS GIVEN. IF "NO," RECORD "DID NOT WORK.")

(IF ALL DAYS IN Q4 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9 BEFORE ALL DAYS ARE COUNTED, ASK): You said you typically work only (number of days reported in Q4) per week. Were the days I haven't asked you about regular days off for you last week? (IF RESPONSE IS YES, CATI WILL AUTOFILL REMAINING DAYS WITH CODE 10; OTHERWISE CONTINUE AND RECORD MODES USED FOR THOSE DAYS)

(IF RESPONDENT MENTIONS "SICK, VACATION, HOLIDAY" (RESPONSE 11) FOR ANY DAY, CODE RESPONSE 11, THEN ASK): "If you had worked that day, how would you likely have traveled to work?" AND CODE ADDITIONAL MODE RESPONSE FOR THAT DAY.)

	Mode Used Monday – Sunday						
Mode/days used last week	M	Tu	W	Th	F	Sa	Su
1 Compressed work schedule day off	M	Tu	W	Th	F	Sa	Su
2 Telework / Telecommute	M	Tu	W	Th	F	Sa	Su
3 drive alone in your car or motorcycle	M	Tu	W	Th	F	Sa	Su
4 carpool, including w/family member 16 or older	M	Tu	W	Th	F	Sa	Su
5 vanpool with co-workers or others who work nearby	M	Tu	W	Th	F	Sa	Su
6 ride a bus or shuttle	M	Tu	W	Th	F	Sa	Su
7 ride a MARTA train	M	Tu	W	Th	F	Sa	Su
8 walk	M	Tu	W	Th	F	Sa	Su
9 bicycle	M	Tu	W	Th	F	Sa	Su
10 Did not work – regular day off (non-CWS)	M	Tu	W	Th	F	Sa	Su
11 Did not work – sick, vacation, holiday, other non-regular day off, non-CWS day off (PROMPT FOR TRAVEL ON NON-SICK,VACATION, HOLIDAY DAY OFF)	M	Tu	W	Th	F	Sa	Su

SKIP TO Q11

Q10 Thinking about a TYPICAL WORK WEEK, how many days would you usually …?

(IF Q7 = 1, 2, OR 3 ASK RESPONSE 1, OTHERWISE, SKIP TO RESPONSE 2)

(WHEN NUMBER OF DAYS REPORTED IN Q10 = NUMBER OF DAYS REPORTED IN Q4, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK"))

	Use mode - number of days							
Mode/days typically used per week	0	1	2	3	4	5	6	7
1 Have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a MARTA train	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Not work – regular day off (non-CWS)	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey
Note: Use DA Access percentage and distance from placement survey

Commute During the Incentive

Now think back to the time you were enrolled in the $3 per day Cash for Commuters incentive programs. I believe that would be the time during (month1, month2, month3 mentioned in Q3), correct?

Q11 During those months, how many days per week were you assigned to work?

____ days

Q12 During the time you were getting the incentive, did you work full-time or part-time?

1 Full-time (35 hrs or more) (CONTINUE)
2 Part-time (less than 35 hrs) (SKIP TO Q14)
3 Other (SPECIFY _____) (SKIP TO Q14)

Q13 And in a typical week during that time, did you use any of the following compressed schedules? (READ RESPONSES 1 - 3)

1 4/40 (4 10-hour days per week, 40 hours)
2 9/80 (9 days every 2 weeks, 80 hours)
3 3/36 (3 12-hour days per week, 36 hours)
4 Other (SPECIFY _____)
5 No, I worked a standard, 5-day, 40-hour, full-time schedule

Q14 Thinking about the months you were in the Cash for Commuters program, in a TYPICAL WORK WEEK, what type or types of transportation did you use to get to work?

(PROGRAMMER, LIST MODES FOR USE IN Q15) IF Q13 = 1, 2, OR 3, ADD "CWS day off" TO LIST OF MODES FOR Q15).

(IF "CWS DAY OFF" IS IN Q14 LIST, ASK FIRST:) "How many compressed schedule days did you typically have off in a week**?"**

THEN FOR EACH OTHER MODE MENTIONED IN Q14, ASK…

Q15. About how many days per week did you use <MODE FROM Q14>??

(IF SUM OF DAYS FROM Q15 NE Q11, ASK) "And how did you commute on other days you were assigned to work?"

(IF Q9 OR Q10 = 2 AND RESPONDENT DOES NOT MENTION "Telecommute/telework" (RESPONSE 2), ASK:) "You said you typically telecommute now. Did you telecommute during the time you participated in the incentive program?"

WHEN NUMBER OF DAYS REPORTED IN Q15 = NUMBER OF DAYS REPORTED IN Q11, CODE REMAINING DAYS AS "DID NOT WORK" TO EQUAL SEVEN DAYS REPORTED IN Q15.

	Use mode - number of days							
Mode/days typically used per week	0	1	2	3	4	5	6	7
1 Have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a train or subway	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Did not work – regular day off, non-CWS	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey
Note: Use DA Access percentage and distance from placement survey

TEST TO COMPARE ALT MODE USE DURING ENROLLMENT PERIOD (Q15) TO CURRENT ALT MODE USE (Q9/Q10)

DEFINE ALT MODES THAT RESPONDENT CONTINUED USING AT SAME OR HIGHER FREQUENCY

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A "CONT_MODE" BOTH CURRENT MODE (Q9 OR Q10) AND DURING MODE (Q15) > 0

IF Q9 OR Q10, RESPONSE 2≥ Q15, RESPONSE 2, CONT_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4≥ Q15, RESPONSE 4, CONT_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6≥ Q15, RESPONSE 6, CONT_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7≥ Q15, RESPONSE 7, CONT_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8≥ Q15, RESPONSE 8, CONT_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9≥ Q15, RESPONSE 9, CONT_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT CONTINUED USING BUT AT REDUCED FREQUENCY

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A "REDUCE_MODE" BOTH CURRENT MODE (Q9 OR Q10) AND DURING MODE (Q15) > 0

IF Q9 OR Q10, RESPONSE 2 < Q15, RESPONSE 2, REDUCE_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4 < Q15, RESPONSE 4, REDUCE_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6 < Q15, RESPONSE 6, REDUCE_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7 < Q15, RESPONSE 7, REDUCE_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8 < Q15, RESPONSE 8, REDUCE_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9 < Q15, RESPONSE 9, REDUCE_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT STOPPED USING

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A "STOP_MODE"

IF Q9 OR Q10, RESPONSE 2=0 AND Q15, RESPONSE 2>0, STOP_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4=0 AND Q15, RESPONSE 4>0, STOP_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6=0 AND Q15, RESPONSE 6>0, STOP_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7=0 AND Q15, RESPONSE 7>0, STOP_MODE= RIDING ATRAIN
IF Q9 OR Q10, RESPONSE 8=0 AND Q15, RESPONSE 8>0, STOP_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9=0 AND Q15, RESPONSE 9>0, STOP_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT STARTED (NEW MODES)

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A "NEW_MODE"
IF Q9 OR Q10, RESPONSE 1>0 AND Q15, RESPONSE 1=0, NEW_MODE= WORKING A COMPRESSED WORK SCHEDULE
IF Q9 OR Q10, RESPONSE 2>0 AND Q15, RESPONSE 2=0, NEW_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4>0 AND Q15, RESPONSE 4=0, NEW MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 5>0 AND Q15, RESPONSE 5=0, NEW MODE= VANPOOLING
IF Q9 OR Q10, RESPONSE 6>0 AND Q15, RESPONSE 6=0, NEW MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7>0 AND Q15, RESPONSE 7=0, NEW MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8>0 AND Q15, RESPONSE 8=0, NEW MODE= WALKING
IF Q9 OR Q10, RESPONSE 9>0 AND Q15, RESPONSE 9=0, NEW MODE= BIKING

Stop_Mode

IF RESPONDENT HAS ONE OR MORE "STOP_MODE," ASK Q16 TO Q18 FOR EACH STOP_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q19

Q16 You said you stopped <STOP_MODE> since you completed the Cash for Commuters program. How long did you continue <STOP_MODE> after you stopped receiving the $3 per day incentive?

_____ WEEKS (SKIP TO Q18) **[IF RESPONDENT ANSWERS IN MONTHS, CONVERT RESPONSE TO WEEKS]**

_____ Still use alt mode occasionally (ASK Q17)

Q17 How many days would you say you're now <STOP_MODE> in a typical **month**?

_____ DAYS PER MONTH

SKIP TO INSTRUCTIONS BEFORE Q19

Q18 What were the primary reasons you stopped <STOP_MODE>? (DO NOT READ RESPONSES)

1 I wasn't receiving start-up program incentive anymore
2 Lost my carpool partner
3 I started using another alternative mode
4 My work schedule/work location changed
5 Other options became available (got car, got free parking, etc.)
6 I had other commitments to attend to be before/after work
7 I had errands to run during my work day
8 I don't like teleworking, carpooling, riding a bus, riding a train, walking, biking <STOP_MODE>
9 Too inconvenient
10 Too expensive
11 Dissatisfied with the $3 per day Cash for Commuters program
12 Other (SPECIFY _____)
13 Don't know/refused

Continue Mode

IF RESPONDENT HAS ONE OR MORE "CONT_MODE," ASK Q19 FOR EACH CONT_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q20

Q19 What are the primary reasons you continued <CONT_MODE> after you stopped receiving the $3 per day incentive? (DO NOT READ RESPONSES)

1 I enjoy teleworking, carpooling, riding a bus, riding a train, walking, biking <CONT_MODE>
2 I became more environmentally aware/responsible
3 More convenient for me to continue
4 I like the incentives my employer offers/my employer offered more incentives
5 I no longer have a car/parking available to me
6 My work schedule/location changed
7 Too expensive not to telework, carpool, ride a bus, ride a train, walk, bike <CONT_MODE>.
8 I like the savings I get from teleworking, carpooling, riding a bus, riding a train, walking, biking <CONT_MODE>
9 Traffic on the freeway(s) is worse
10 HOV/toll lanes
11 People I carpool with kept the same number of days they carpool
12 Save wear & tear on my car
13 Other (SPECIFY_____)
14 Don't know/refused

Reduce Mode

IF RESPONDENT HAS ONE OR MORE "REDUCE_MODE," ASK Q20 FOR EACH REDUCE_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q21

Q20 What are the primary reasons you continued <REDUCE_MODE> after you stopped receiving the $3 per day incentive? (DO NOT READ RESPONSES)

1 I enjoy teleworking, carpooling, riding a bus, riding a train, walking, biking < REDUCE_MODE>
2 I became more environmentally aware/responsible
3 More convenient for me to continue
4 I like the incentives my employer offers/my employer offered more incentives
5 I no longer have a car/parking available to me
6 My work schedule/location changed
7 Too expensive not to telework, carpool, ride a bus, ride a train, walk, bike < REDUCE_MODE>.
8 I like the savings I get from teleworking, carpooling, riding a bus, riding a train, walking, biking < REDUCE_MODE>
9 Traffic on the freeway(s) is worse
10 HOV/toll lanes
11 People I carpool with kept the same number of days they carpool
12 Save wear & tear on my car
13 Other (SPECIFY_____)
14 Don't know/refused

New Mode

IF RESPONDENT HAS ONE OR MORE "NEW_MODE," ASK Q21 TO Q22 FOR EACH NEW_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q23

Q21 You said that you now are <NEW_MODE> but you were not <NEW_MODE> while you were in the Cash for Commuters Program. How did you learn about this commute option? (DO NOT READ RESPONSES)

1 Brochure/promo materials
2 The Clean Air Campaign, CAC
3 TMA
4 Bus/train sign
5 Employer
6 Transportation/rideshare fair or on-site event
7 Internet
8 Radio
9 Word of mouth, referral
10 Always knew about it
11 Other (specify)
12 Don't know/refused

Q22 What are the primary reasons you started <NEW_MODE>? (DO NOT READ RESPONSES)

1 I enjoy teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <NEW_MODE>
2 I became more environmentally aware/responsible
3 More convenient for me to commute this way
4 I like the incentives my employer offers/my employer offered more incentives
5 I no longer have a car/parking available to me
6 My work schedule/location changed
7 My employer required that I start working a compressed schedule
8 My employer now permits me to telework
9 Too expensive not to telework, work a compressed schedule, carpool, vanpool, ride a bus, ride a train, walk, bike <NEW_MODE>.
10 I like the savings I get from teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <NEW_MODE>
11 Traffic on the freeway(s) is worse
12 HOV/toll lanes
13 People I carpool with kept the same number of days they carpool
14 Save wear & tear on my car
15 Other (SPECIFY_____)
16 Don't know/refused

Test New Incentive Program

ASK OF RESPONDENTS WHO USE CP, VP, BUS, TRAIN, WALK, OR BIKE 0 TO 3 DAYS PER WEEK (Q9 OR Q10)

PROGRAMMER: CREATE NEW VARIABLE "ALT_DAYS"
ALT_DAYS = TOTAL DAYS CURRENTLY USING ANY OF THE FOLLOWING ALTERNATIVE MODES IN Q9/Q10: CARPOOL (4), VANPOOL (5), BUS (6), TRAIN (7), WALK (8), BIKE (9)

IF ALT_DAYS = 0, 1, 2, or 3, CONTINUE
OTHERWISE, SKIP TO Q30

Q23 Now I'm going to read you a list of several programs that might be offered in the Atlanta region to people who use a type of transportation other than driving alone to work. By that I mean people who use a carpool, vanpool, bus, train, walk, or bicycle to get to and from work. As I read each of these programs, please tell me if it would encourage you to use another type of transportation more often than driving alone for your trip to work ((IF ALT_MODE = CARPOOL (4) in Q9/Q10 READ) or encourage you to add an additional rider to your carpool).

First, a discount card that offers 10% discounts on purchases at area merchants. Would this discount program make you….a lot more likely, somewhat more likely, or not more likely to (If ALT_MODE = CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation more often than driving alone for your trip to work.

1 A lot more likely
2 Somewhat more likely
3 Not more likely (SKIP TO Q25)
9 Don't know (DO NOT READ) (SKIP TO Q25)

Q24 Now I'm going to read you a list of area merchants by category. Can you tell me from which of the following categories of area merchants you would like to receive a discount card? (READ; CHECK ALL THAT APPLY)

1 Category 1: Movie Theaters like AMC or Regal
2 Category 2: Discount retail stores like Walmart or Target
3 Category 3: Coffee shops like Starbucks
4 Category 4: Home improvement stores like Home Depot or Lowe's
5 Category 5: Fast food restaurant like Chik-Fil-A
6 Category 6: Personal service salons like a Super Cuts or Great Clips
7 Any of these would be fine
8 None of these would be good for me

Q25 Next, a $15 per month gift certificate that you could redeem for gasoline or grocery purchases. Would this gift certificate make you… a lot more likely, somewhat more likely, or not more likely to ((If ALT_MODE = CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation other than driving alone?

1 A lot more likely (SKIP TO Q27)
2 Somewhat more likely
3 Not more likely
9 Don't know (DO NOT READ)

Q26 What about a $30 per month gift certificate? (Optional: Would this gift certificate make you… a lot more likely, somewhat more likely, or not more likely to (If ALT_MODE = CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation more often than driving alone for your trip to work.)

1 A lot more likely
2 Somewhat more likely
3 Not more likely
9 Don't know (DO NOT READ)

Q27 Next, a random chance in a monthly drawing for a $25 prize.

1 A lot more likely (SKIP TO Q29)
2 Somewhat more likely
3 Not more likely
9 Don't know (DO NOT READ)

Q28 How about a monthly random drawing for a $100 prize.

1 A lot more likely
2 Somewhat more likely
3 Not more likely
9 Don't know (DO NOT READ)

Q29 Finally, would you be willing to take a few minutes each work day to record your travel to and from work on an Internet system if that would make you eligible to receive incentives or rewards such as those described above?

1 Yes
2 No
3 Internet is not available to me
9 Don't know/Refused (DO NOT READ)

Demographics

Now just a few last questions to help us group your answers with those of others

Q30 Do you work for government, private industry, or a non-profit group or organization?
1 Federal government
2 State or local government
3 Private company
4 Non-profit organization
5 Other, not sure (VOLUNTEERED) (SPECIFY _____)
9 Refused (VOLUNTEERED)

Q31 Which of the following best describes your ethnic background. Is it . . . (READ CHOICES)
1 African American/Black American
2 American Indian/Native American
3 Asian American/Pacific Islander
4 Caucasion/White
5 Hispanic American/Latino
6 Other (VOLUNTEERED) (SPECIFY _____)
9 Refused (VOLUNTEERED)

Q32 And finally, which category includes your average household yearly income? Please stop me when I read the total category that best describes your total household income. (READ CHOICES)

1 Under $10,000
2 $10,000 but less than $20,000
3 $20,000 but less than $30,000
4 $30,000 but less than $40,000
5 $40,000 but less than $50,000
6 $50,000 but less than $60,000
7 $60,000 but less than $70,000
8 $70,000 but less than $80,000
9 $80,000 but less than $90,000
10 $90,000 but less than $100,000
11 $100,000 or more
99 Refused (VOLUNTEERED)

Thank you very much for your time and cooperation!

(DO NOT READ:)

Q33 Was person interviewed a male or female?
1 Male
2 Female